

Message Text

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TO AMEMBASSY TOKYO IMMEDIATE

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FOR AMBASSADOR MANSFIELD FROM FRANK WEIL

E.O. 11652: N/A

TAGS: BEXP, BTRA, JA, US

SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN IMPORT
PROMOTION MISSION -- AMBASSADOR'S MEETING WITH IKEDA

REF: TOKYO 2905

1. APPRECIATE OPPORTUNITY TO OFFER SUGGESTIONS FOR AMB'S
USE WITH IKEDA AND KEY MEMBERS OF THE GROUP JUST BEFORE
THEY DEPART.

2. I WOULD SUGGEST YOU MAKE THE FOLLOWING POINTS:

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-- THIS VISIT IS HIGHLY SYMBOLIC AS THE FIRST MAJOR PUBLIC
EVENT FOLLOWING UP THE JOINT STATEMENT MADE BY AMBASSADOR
STRAUSS AND MINISTER USHIBA. WE ARE PLEASED THAT MR. IKEDA
HAS AGREED TO LEAD THE GROUP, SINCE WE ARE WELL AWARE OF
HIS EXPERIENCE AND CAPABILITIES.

-- ASST SECY OF COMMERCE FRANK WEIL HAS MADE EVERY EFFORT

TO COOPERATE WITH MITI AND JETRO TO ARRANGE FOR MEETINGS
BETWEEN THE GROUP AND AMERICAN FIRMS ALL ACROSS AMERICA.
FRANKLY SPEAKING, HE HAD A HARD JOB. THE U.S. BUSINESS

COMMUNITY WAS COOL TO THE IDEA OF PUBLIC RELATIONS TYPE
MEETINGS WITH THE JAPANESE VISITORS. ONE WAY TO GUARANTEE
FAILURE OF THE MISSION IS TO DO NOTHING BUT TELL AMERICAN
BUSINESS AND LABOR TO BE PATIENT, UNDERSTANDING, AND TO
TRY A LITTLE HARDER.

-- HOWEVER, THE PARTICIPANTS IN THE GROUP, AND YOUR ASSUR-
ANCES, HAVE HELPED US CONVINCE AMERICANS THAT YOUR GROUP
MEANS BUSINESS.

-- THE SUCCESS OF THE IKEDA IMPORT PROMOTION MISSION WILL
BE MEASURED BY CONCRETE BUSINESS RESULTS, NOT BY WORDS.
WE HOPE THAT THE IKEDA MISSION WILL RESULT IN SUBSTANTIAL
BUSINESS CONTACTS AND SUBSEQUENT JAPANESE IMPORTS. ONLY
IN THIS WAY CAN YOU ACHIEVE SUCCESS. YOU CAN SHOW THAT
JAPANESE DOMESTIC MARKETS ARE OPEN TO IMPORTS BY YOUR
ACTIONS, AS YOU HAVE NOT BEEN ABLE TO DO BY YOUR WORDS.

-- YOU HAVE A DIFFICULT JOB AND A HEAVY RESPONSIBILITY AS
LEADERS OF THE GROUP. YOUR MISSION CAN BE A MOMENTOUS
TRIP THAT COULD LAUNCH OUR COOPERATIVE EFFORTS THIS YEAR
TO ACHIEVE CREDIBLE RESULTS IN IMPLEMENTING THE AGREEMENTS
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IN THE JOINT STATEMENT OF AMBASSADOR STRAUSS AND MINISTER
USHIBA. I BELIEVE WE CAN COUNT ON YOU TO MAKE THE IKEDA
MISSION A REAL SUCCESS, BOTH IN JAPAN AND IN AMERICA. VANCE

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